

**SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR DEFINING  
ROLES/RESPONSIBILITIES IN A SUPPLY CHAIN MANAGEMENT  
FRAMEWORK**

5

**ABSTRACT**

A system, method and computer program product are disclosed for allocating responsibilities in a supply chain management framework. An agreement between a plurality of parties in a supply chain is received. A plurality of terms of the agreement are identified which are then parsed into at least a pair of groups including a first group of terms that includes commercial terms and a second group of terms that includes brand identity terms. Also, each of the terms outlines a responsibility. These responsibilities are allocated among the parties based on the parsing.